

March 31, 1988

MEMORANDUM

To: Jeff Ross

From: Susan Stuntz *SS*

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Attached for your reference are the basic responsibilities outlined for the public smoking issues manager, issues analysts and project coordinators in light of the February reorganization.

In general, the indoor air quality programs are progressing well and should require little attention for the immediate future. Debbie Schoonmaker has most well in hand.

I plan to continue to work with Debbie directly on the Labor Management Committee activities. I'll also work with her to tie up some loose ends related to projects underway for the LMC. I'll also continue to handle the federal regulatory stuff -- EPA, OSHA, etc.

Debbie will be taking over for me as contact at O&M. I'll work directly with her to turn that stuff over. I hope it will be orderly, and she'll meet with a minimum of resistance. Neither you nor I should allow ourselves to be put in the position of a go-between with this agency -- which some may attempt.

Your priorities for the immediate future should be in the following areas:

Assessment of feasibility and marketing of the Great American Welcome. That's our proposed response to this year's Smokeout. You will work directly with Brennan on that one, and coordinate closely with her. It'll be a joint public smoking issues team/media relations project. Brennan has started developing materials -- these include a press package, news release, logo, decals, and presentation to groups we're approaching for participation. On the latter, Dennis Dyer is willing to have us pitch groups in his region at their annual meetings in May and June. Work on this project needs to begin immediately.

Development of the hospitality program. I'll forward to you the plan, various surveys, implementation plans, etc. F-H is drafting speeches and materials for

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this one. Once complete, Brennan will assign Walker to pitch himself to many of these groups. RJR is doing some pitching of its own -- for TI spokespeople and experts. Again, you'll work closely with Brennan on this one. Once the program is ready, it'll be turned over to John Lyons for coordination.

Implementation of the airline program. This will be John Lyons' priority for the next two years. There's a lot of media at the front end. Brennan will again be closely involved. O&M has been involved in the development of the plan, but their role should lessen once it's implemented -- we'll be identifying a local PR firm for the Smokers' Rights Alliance. F-H can't be involved in this one since we view their relationships with Continental and Eastern as a conflict.

Increasing use of corporate materials -- workplace videos, corporate indoor air quality videos, etc. Also, participating -- at first by review and reaction to, later by helping further develop and implement -- the new comprehensive industry public smoking plan. Some is new -- making TI a repository for assistance to smokers, while a management consultant assumes responsibility for the corporate program. Also, the new annoyance program Pete is developing at O&M (O&M should not be briefing you on this project -- it's Pete's to develop, ours to react to once it's done).

You'll also be responsible for following through on what's left of the ACVA and restaurant advertising campaigns. If ExComm approves April 7, we'll move into upstate New York with ACVA ads in late April or early May. A media strategy has been tentatively approved, ads are being revised and produced right now.

Your immediate assignment is to contact Al Vogel at Response Analysis and instruct him to begin work again on a pre and post-test survey proposal. The pre-testing will have to begin about the week after ExComm approves, so he'll need notification now. I'll share all materials with you before the end of the week.

Finally, on excise taxes. I will want from you and Carol a memo outlining all projects, status, and deadlines. I'll want that April 1, which I assume is the date of the changeover. I'll review the projects with the two of you and with consultants, and will make a decision -- in consultation with you and Carol -- as to how we proceed on the issue until a new issue manager is in place. You shouldn't be giving instructions to agencies as to how to handle the issue once you're gone, nor should you be placing Carol in the position of issue

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manager until we've all had a chance to review the projects. Once you've left the issue, you've left it. Ditto for social costs. You will continue to act as liaison to CART -- I'll expect regular reports on activities there.

Let me know if you've questions.

Attachment

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